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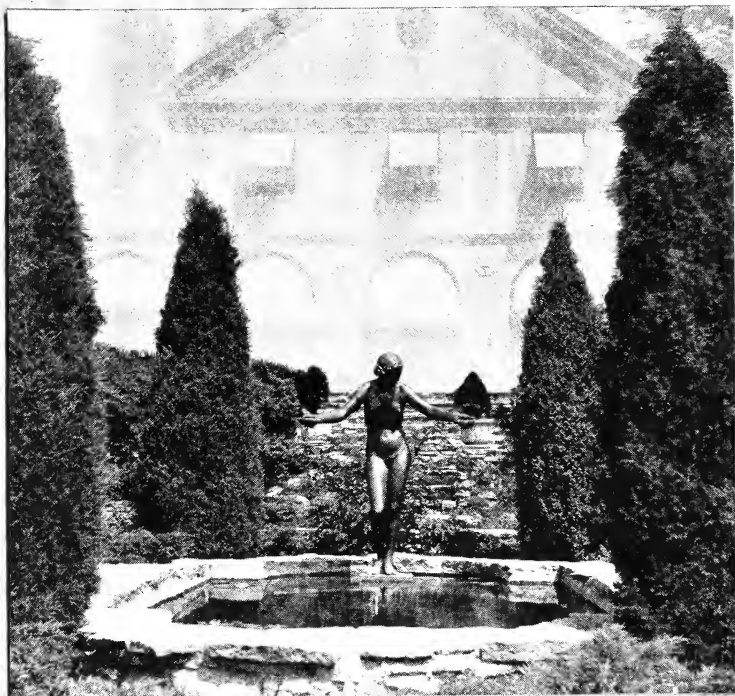
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# *Garden View*

W.A. Natorp Co.

2-27-22



*Unerring Nature, still divinely bright,  
One clear, unchanged, and universal light,  
Life, force, and beauty must to all impart,  
At once the source, and end, and test of Art.*

— Pope.



*The illustrations in this book were made from actual photographs taken by the author to show how the work of a landscape architect may transform uninteresting grounds into beautiful gardens.*

## *Trees - - - Borders - - - Driveways*



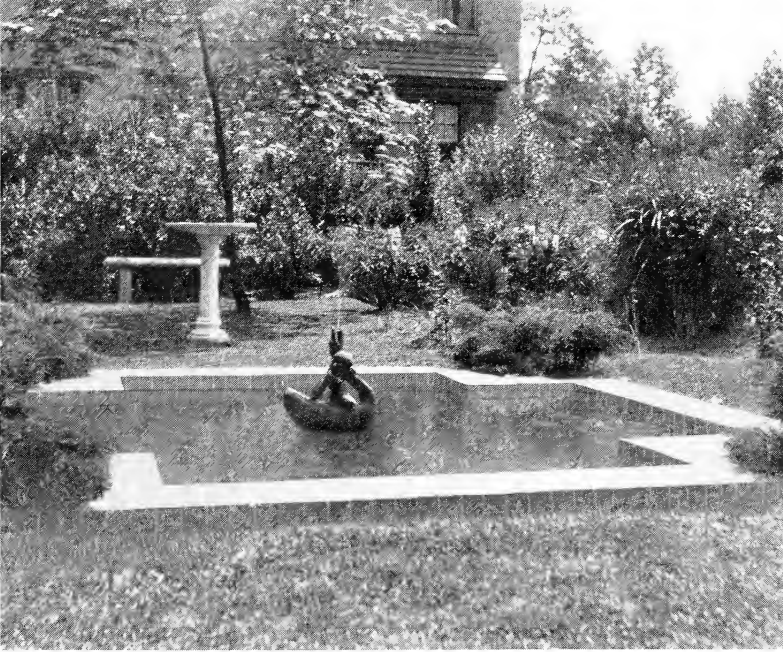
**F**IRST impressions are lasting. The entrance way may unconsciously invite or repel; and the reason is seldom apparent to the untrained eye. But the landscape

expert has the key that opens wide the gates of every home.

Trees, borders, and driveways properly placed extend a welcome to every visitor.



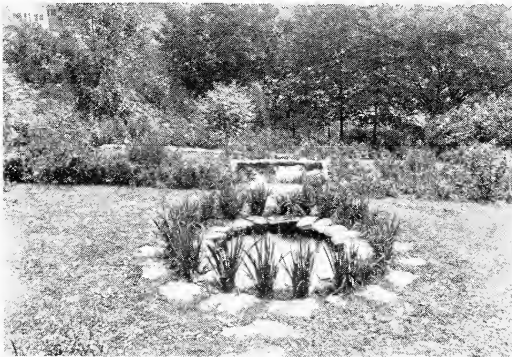
## Pools



THE ever-changing sky and the restless winds bring animation to the garden through the mirrored waters of a pool. Sun and shadow also reflect livid pictures from the landscape.

Pools of natural stone, concrete or brick can be made to harmonize with almost any setting. Regular

or irregular shapes in varying sizes give the garden lover a wide selection.



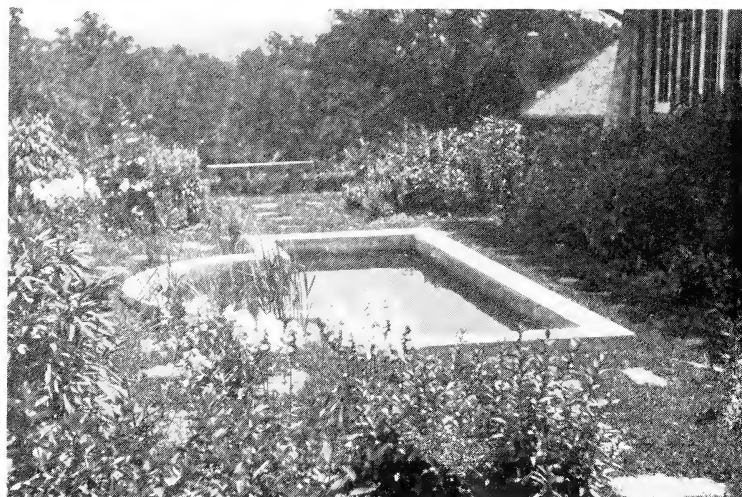
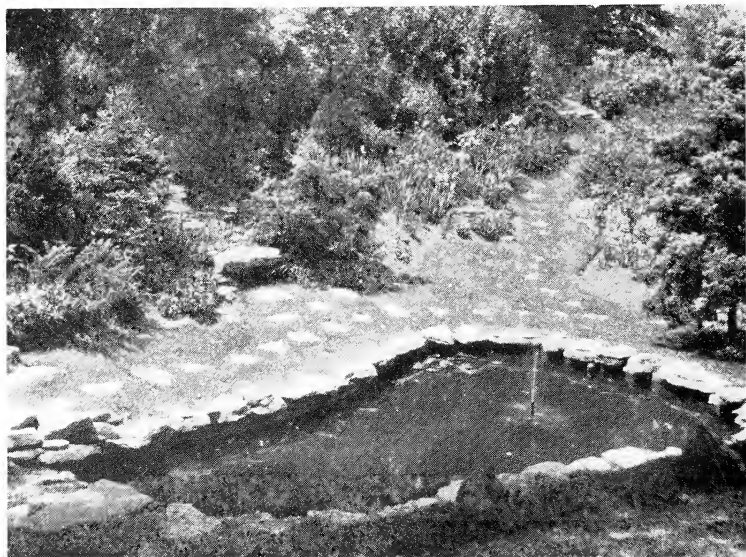


*There is a majesty and mystery in nature, take her as you will.—Carlyle.*



Irregular shapes add to the picturesque elements of pools. A few gold fish will prevent the breeding of mosquitos as well as supply action and color.

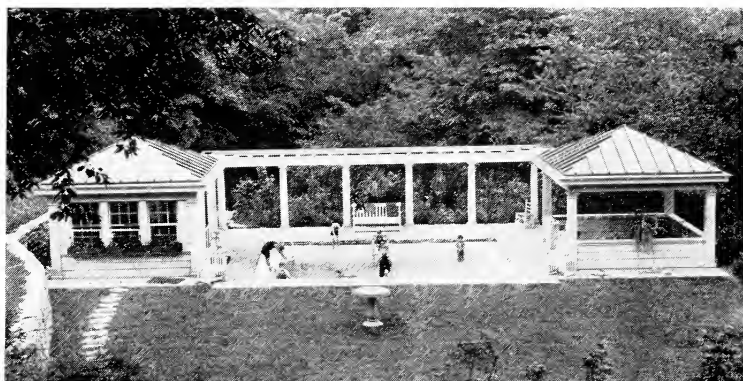
Rough stone overhanging the border gives a natural effect that is pleasing. The lines of the pool should blend with the landscape.



The cement pool can be made to give a formal atmosphere to the garden. The surrounding plants should be selected to harmonize with the setting.



Pools can be made to serve utilitarian as well as aesthetic purposes. The outdoor swimming pool grows in favor yearly as both public and private interests develop such charming spots as this one.

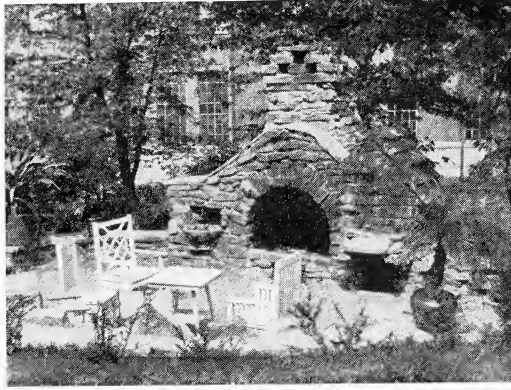


Water makes a motion picture of the garden. A flashing, leaping column puts action into an otherwise quiet scene.

Pond lilies and other water plants are ever a source of interest and charm in the garden. A depth of twelve inches or more is sufficient for this growth.



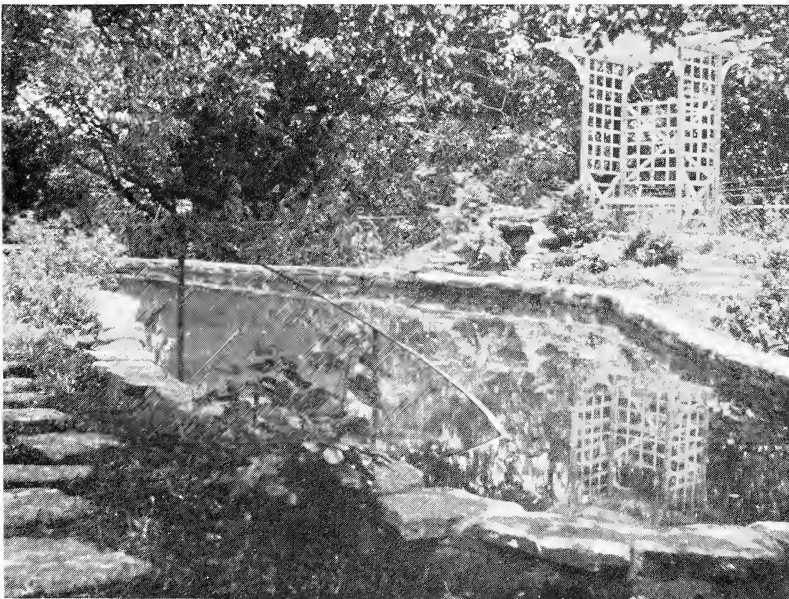
## Garden Features



A unique outdoor fireplace.

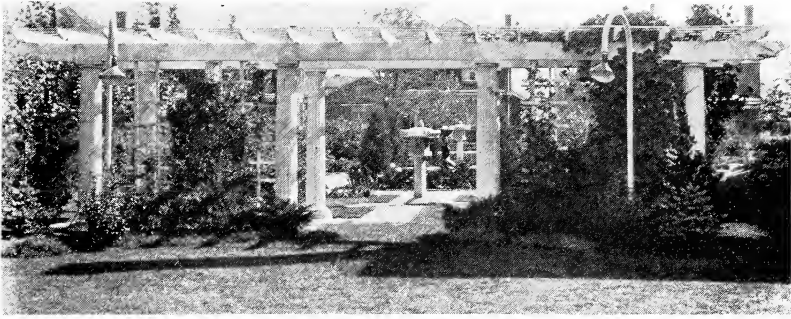
**A**N artistic pavilion; a stone fireplace for the savory barbecue; graceful pergolas; a bubbling fountain; a quiet nook where crystal-gazing globe or sun

dial intrigue our passing hours—these and many other appropriate features can be placed to harmonize with the natural beauty of your grounds.



Swimming pool in the garden of Fritz Reiner, Conductor of The Cincinnati Symphony Orchestra.

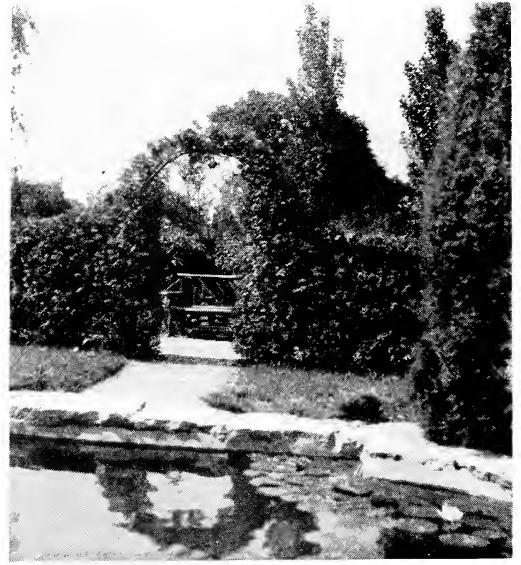
*The poetry of earth is never dead. — Keats.*



Formal garden fitted with light standards for illumination.



A novel fount in an appropriate setting of weeping willows.



What a place for a reverie! This rustic bench is an invitation to rest.



Cool, no matter what the weather may be.

## *Rockeries and Hillside Planting*

A BARREN or ugly hillside can be transformed into a spot of beauty through the skillful hand of a landscape archi-

tect. There is likewise great utility in the artistic use of rockeries. Steep banks can be held firmly in position and their washing prevented.







THERE is a naturalness to rock formations that makes them a valuable addition to every garden where their use is practical. The rocky flora is likewise a distinctive asset. Careful choice should be exercised in the selection of plants for these developments.



## Steps and Walls

THE planting of steps and walls furnishes an opportunity for the landscape architect to add charm and individuality to every home. An unsightly wall or rambling steps can be made to conform to the landscape and become either inconspicuous or an attractive part of the whole landscape picture.

The entrance to every home can

be made invitingly attractive. Broad steps, bordered walks, rose-covered walls, shaded nooks and sparkling fountains are only a few of the many auxiliaries at the command of the landscape architect. These, when skillfully placed and properly maintained, greatly enhance the beauty of the picture.



*Nature alone is permanent. — Longfellow.*



Creek rock has been gaining rapidly in popularity as a material for steps and walls. It possesses that rare combination of being artistic as well as enduring.



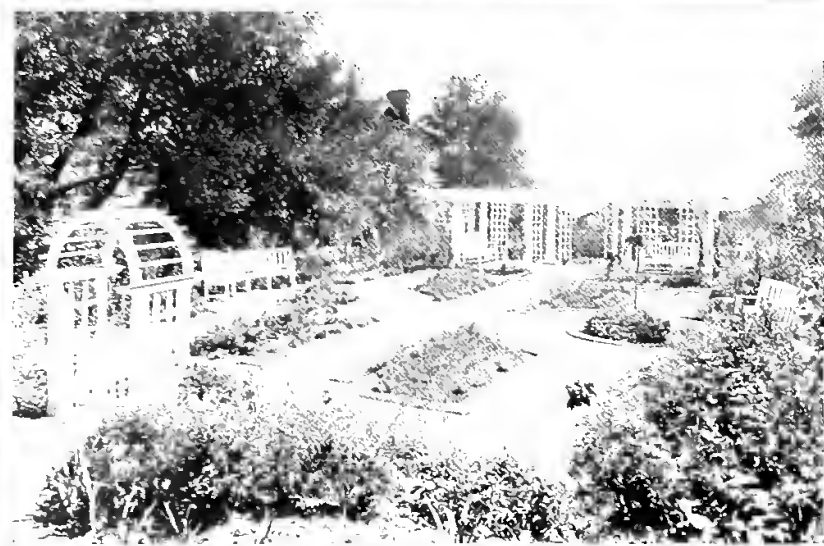
“Distance lends enchantment to the view.” The professional takes advantage of every opportunity to add depth to the landscape picture.







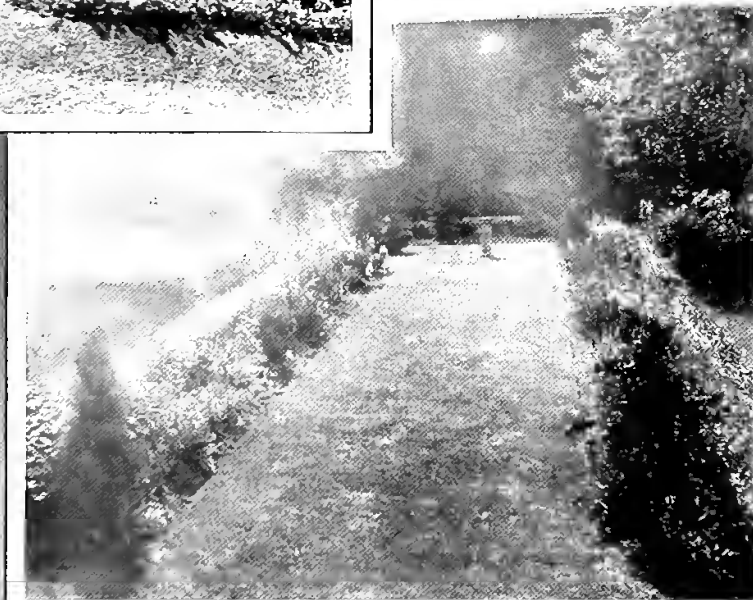
# Beautiful



THING of beauty is a joy  
forever; its loveliness in-  
creases; it will never pass  
into nothingness.

How true are these beautiful  
words of Keats when applied to  
gardens and home grounds.

# Gardens



## *Foundation Planting*



Contrasts of plant and house colors such as these give individuality to the planting. The gate in the background invites us to look beyond.

THERE is no phase of landscape work that calls for more experience and ability than the proper planting close to buildings. How often does it happen that the beautiful lines of a fine home are de-

stroyed because of the ignorant and careless scattering of plants that do not harmonize with the setting. Knowing what to plant and where to plant it is an art that few have mastered.

The popular Old English style of architecture requires a distinct type of planting to preserve its beautiful lines.





## *Foundation Planting*

The judicious use of the many varieties of evergreens requires expert knowledge and artistic skill.



**M**ASS planting is acknowledged as the modern and best form to be followed on the immediate home grounds. The beautiful architecture of many fine homes has been marred by the willy-nilly

planting of evergreens and bushes.

The experienced landscape architect plans and plants so as to preserve and emphasize the lines of the designer, and combine both house and grounds into a beautiful picture.



Results such as this can be secured in a surprisingly short time after the house is completed. Properly aged evergreens give the appearance of permanence.

## *The Magic of Nature*

NATURE, if left to follow her laws of creation and growth, will quickly turn the barren spot into a mass of tangled and wild vegetation. But if these natural forces are directed by the hand of an experienced man or organization, the disorder is soon eliminated.

The control and adaptation of these natural forces is largely an art. Science, too, plays an important part, and by a combination of the two the landscape architect is able to de-

termine in advance with a satisfactory degree of accuracy the results of his work.

The top picture was taken following the completion of landscape work.

The lower picture shows the same planting 3 ½ years later and indicates the transformation that may be expected when the proper planting of hardy stock is made by experienced men.



Before and —

After. Only three and one-half years had elapsed.





Before and —

After. Only three years had elapsed between the taking of these two pictures.



A COMPARISON of these two pictures cannot be nearly so convincing as the actual sight of the grounds; nevertheless they will give an idea of the magical change that took place in only three short years on the author's place.

The top picture shows the farm just after its purchase. The grading was just beginning.

The lower picture shows the remodeled house surrounded by a luxuriant growth of trees and plants, three years later.

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*How hard it is to hide the sparks of nature!—Shakespeare.*

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## *Industrial Landscape Architecture*



The Gruen Watch Company, Time Hill, Cincinnati.

**B**EAUTIFICATION of industrial plants is a work that has been receiving constantly increasing favor in recent years. The planning, planting and maintaining of such grounds requires an experienced organization as well as a wide variety of nursery stock and a large

investment in modern tools and equipment.

The W. A. Natorp Company is qualified in all of these particulars to give every industrial landscape project the most skillful handling obtainable. Our list of clients includes many large and prominent industries.



## *How the Landscape Architect Can Serve You*

**B**EFORE the work of building your home is begun it is very important that you consult a landscape architect. Go over the plan of your house with him and seek his advice relative to the proper placing of the structure on the grounds and the location of drives and walks so as to secure the most artistic setting. His knowledge and experience will guide you. By having him on the job in advance of operations, he can also save the rich top soil, and perhaps trees and plants that are worth preserving.

The element of time is one of the most important entering into the work of landscape beautification. Only those experienced in landscape architecture can determine in advance just what results will be achieved after years of growth have been made by the plants and settings. Without this pre-determination, you may waste several valuable years, while improperly planted growth is being made, before you can rectify the errors. It will pay in the end to secure expert advice and a plan that is particularly adapted to your conditions.

A misjudgment or error in planning and planting tends to magnify itself each year as growth increases. Don't make the mistake of building a beautiful house only to mar its lines and scenic effect through unintelligent planting. You wouldn't build without the advice of a skillful architect. Then why take the chance of having your garden and grounds made in-artistic because of your failure to consult a landscape architect?

A garden development should be made to reflect the personality of its owner. If you have ideas that you wish to put into practical use, we can execute them for you as an artist paints a picture, never losing the natural effects that are so necessary to obtain beautiful results. Or if you prefer to leave the creative as well as the actual development to us, we will carefully study your requirements and concentrate upon them the years of experience and skill that enables us to produce such beautiful effects.

The most satisfactory method to follow in the complete development of your grounds is to have a plan prepared which may be executed at once

or extended over a period of years. For those who prefer the latter method, we can arrange to complete a percentage of the total each season, thereby making the financial as well as the artistic result a success. From years of experience it has been determined that 8% to 10% of the average house value should be spent upon the grounds to secure a proper balance.

It is surprising what transformations can be accomplished in gardens by, what may often be, a very simple change. The eye of the experienced architect sees these opportunities, and from his wide experience he can suggest changes that get the most from the natural effects of each setting.

Our organization consists of men who have devoted their lives to such work. Their art and ability is within the reach of almost every home owner, whether it be the modest cottage or stately mansion. Our services cover the complete range of landscape architecture, including both the planning and execution of every phase.

An important advantage which we enjoy is due to the fact that through our widely extended operations we can supply the nursery stock that meets with local conditions. We grow our own plants, and thereby adapt them to the soil and climate of your locality. Innumerable varieties that we grow include many rare specimens of plants that are found in no other collections in this section of the country.

Another phase of our work is the care and attention that we render after the planting is done. We keep a watchful eye on the places that we plant years after the work is done. Our service includes the pruning, trimming and spraying of plants and trees, as well as the cultivation and other details of maintenance.

Modern and complete equipment enables us to render expert service upon a moment's notice. A fleet of motor trucks is maintained in order to give our clients this unusual attention.

A welcome is extended to individuals and groups to visit Garden View at any time for the inspection or study of botanical specimens. We consider it a privilege to give information concerning plants and to co-operate with schools.

### THE W. A. NATORP COMPANY

Main Office and Nursery — Garden View, Reading Road  
Nursery Farm - - - Montgomery Road near Silverton

CINCINNATI, OHIO

Branch Office and Nursery - - - - Miami, Florida

## Nursery Stock

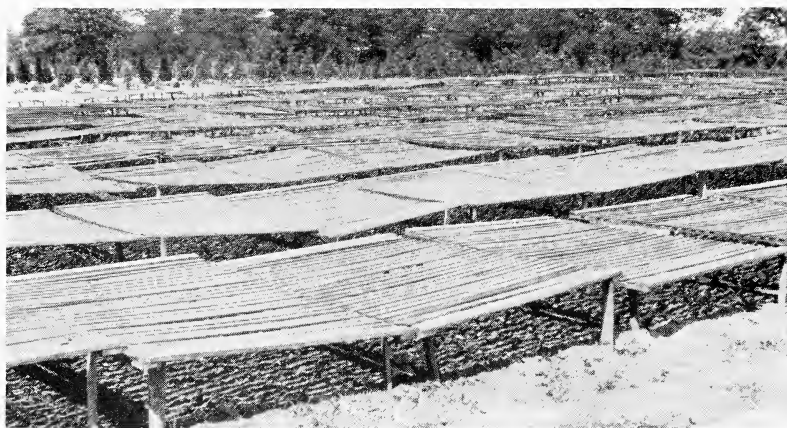


**Y**EARS of patient care and a large money investment are required to grow the numerous varieties of plants required in our work.

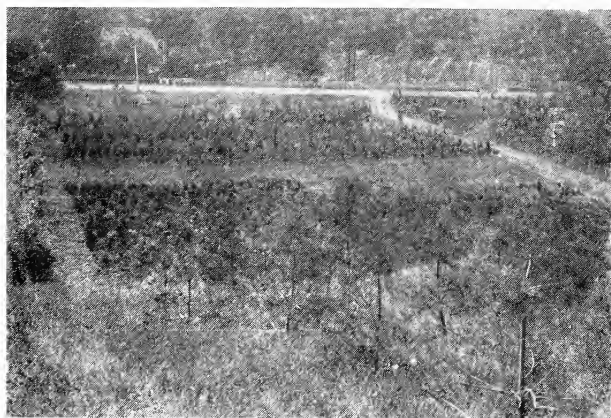
We grow our own nursery stock, which is a great advantage due to its natural adaptation to the climatic and other conditions of the locality where it is to be replanted. The risks due to shipping are also eliminated. Likewise you have an opportunity to see before planting just what you will receive and to make your selection from an unlimited number of specimens.



## *Evergreens*



This picture shows 10,000 two-year-old plants under shade at the Natorp Nursery Farm.



**P**ROBABLY no other plants used in landscape architecture are so important as the evergreens. Their use or misuse quickly makes or mars the natural picture. The selection of the right types and their proper placing is a work that should be given only to those who understand the art of landscape planting.

From 6 to 10 years are required before evergreens are large enough to be permanently planted. During the growth of the plants they must be carefully nursed.



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*God's gifts put man's best dreams to shame. — Browning.*

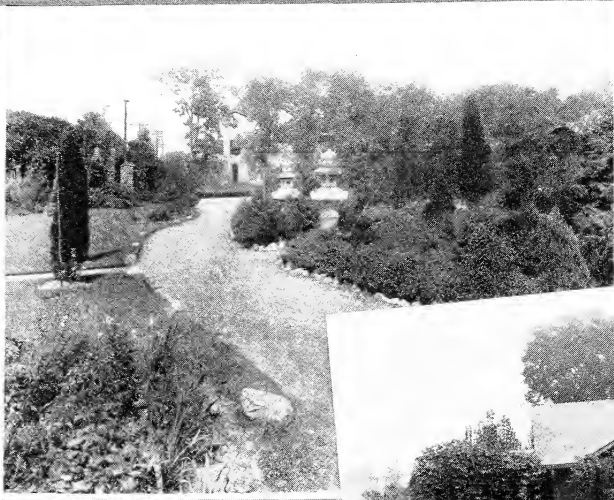
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*To him who in the love of Nature holds  
Communion with her visible forms, she speaks  
A various language; for his gayer hours  
She has a voice of gladness, and a smile  
And eloquence of beauty, and she glides  
Into her darker musings, with a mild  
And healing sympathy, that steals away  
Their sharpness, ere he is aware.*

*— Bryant.*

The illustrations in this book are all taken from photographs of developments planned and executed by  
THE W. A. NATORP COMPANY, CINCINNATI.

# Garden View Nurseries



Cincinnati  
Ohio









